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Sam Walton is leading Wal-Mart into environmentally safer products.

Wal-Mart throws 'green' gauntlet

By Christy Fisher
and Judith Graham

Sam Walton's Wal-Mart Stores jumped on the environmental bandwagon last week, and its moves may have big repercussions for consumer product marketers and competing retailers.

As the so-called "green revolution" sweeps the U.S., the innovative retail giant announced it will "highlight" product improvements of marketers that try to "help prevent lasting environmental problems."

A page ad in *The Wall Street Journal* and *USA Today*—headlined "We're looking for quality products that are guaranteed not to last"—said the chain would feature "the improvements you [marketers] make with special signing in our stores alongside your products. . . . We're convinced that we can begin to make a difference." GSD&M, Austin, Texas, created the ad.

"With typical [founder] Sam

Walton bravado, Wal-Mart has laid down the gauntlet," said Morris Saffer, chairman of Saffer Advertising, Toronto, and chairman of the Retail Advertising Conference.

"What [Mr. Walton] is doing is

"Our customers are concerned about the quality of our land, air and water, and want the opportunity to do something positive."

very much what the world is moving toward. In a very short time, environmental positionings [by marketers] will be an absolute part of consumers' everyday decision-making process," Mr. Saffer said.

"We're all linked to our environment by the products we manufacture, sell and consume. This program is a positive first step to improving our environ-

ment," said Bill Fields, Wal-Mart's exec VP-merchandising sales.

"Our customers are concerned about the quality of our land, air and water, and want the opportunity to do something positive. We believe it is our responsibility to step up to their challenge," Mr. Fields said.

Through that ad and in letters sent to existing vendors, Wal-Mart is pushing its manufacturing partners to improve their products to help prevent lasting environmental problems.

It's encouraging manufacturers to look for ways to provide Wal-Mart and its customers with more merchandise and packaging that's better for the environment in three areas: manufacturing, use and disposal.

Wal-Mart is asking manufacturers, employees and customers to pool their ideas to develop this program further.

By highlighting the product im-

(Continued on Page 66)

'First' shock wave

Strong start has some rival titles reeling

By Ira Teinowitz

Bauer Publishing's *First for Women* has jolted some of the best-selling magazines at supermarket checkouts since its debut in February.

Two veterans of the so-called Seven Sisters women's service books, Diamandis Communications Inc.'s *Woman's Day* and New York Times Co.'s *Family Circle*, have shown double-digit circulation declines as *First*'s \$14 million ad campaign and its 25¢ first-issue price caught many shoppers' eyes.

Starting in March, *First* assumed a \$1 cover price.

"*First for Women* is about the same price and has the same feel" as some of the other magazines, said Diane Metzler, associate media director at Backer Spielvogel Bates, New York. "There are an awful lot of choices for people who want a service magazine, and the [Seven Sisters] are feeling the crunch of sharing the same bodies."

Ms. Metzler and other agency executives suggested it's too early to tell whether the *Woman's Day* and *Family Circle* drops represent

buyer trial of the new magazine or long-term change.

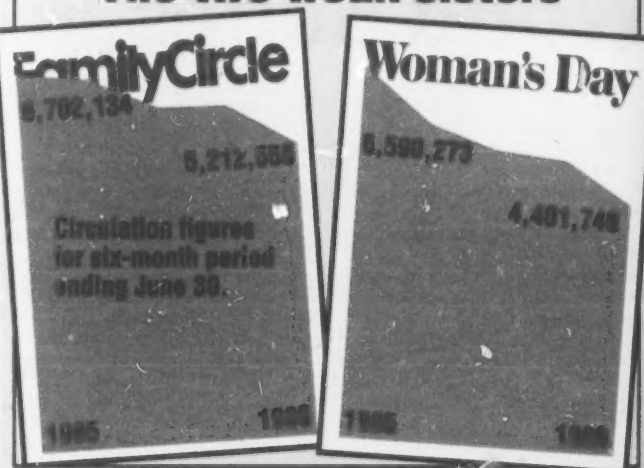
But at least one magazine industry analyst suggested the losses, along with lesser drops for Meredith Corp.'s *Better Homes & Gardens* and Hearst Corp.'s *Redbook*, show the Seven Sisters may be in trouble.

"I wouldn't buy one of these magazines as a dowry for my 14-year-old daughter," said Martin S. Walker, president of the Periodical Studies Service, a magazine consultancy.

"The world is changing. These

(Continued on Page 66)

The two weak sisters



Source: Audit Bureau of Circulations

John Heiland

LAST MINUTE NEWS

Castor eyes 2nd merger

NEW YORK—Castor GS&B Advertising is in the final stages of negotiating another merger (AA, July 3), this time with Unimar, a Chicago-based Hispanic shop. Separately, Castor is widely seen as the leading contender to win McDonald's Corp.'s estimated \$7 million Hispanic account, previously at Conill Advertising, New York.

L.A. Gear to double up

LOS ANGELES—L.A. Gear will double its ad budget to \$50 million next year. The increase will fund the No. 3 athletic shoe marketer's entry into network TV. L.A. Gear handles creative in-house; Vitt Media, New York, buys media.

GM juggles Geo shops

WARREN, Mich.—General Motors' Chevrolet division consolidated na-

tional advertising for its Geo brand at Lintas:Campbell-Ewald here, after that agency and Vic Olesen & Partners, Culver City, Calif., shared the assignment during 1989 model-year regional rollouts. The new theme line will be "Getting to know Geo." Olesen will still work on West Coast "tactical" Chevrolet and Geo campaigns. Chevrolet spent an estimated \$30 million to \$40 million on Geo during 1989, but the carmaker is expected to increase its budget substantially when 1990 model ads break in

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INSIDE

Cat on call P. 3
Alpo will use Garfield the cat and \$70 million to introduce its first cat food.

O&M on top again P. 12
AA's Agency Watch survey gives Ogilvy & Mather its best score in two years.

Phone fight P. 64
Advertising by the top three long-distance telephone carriers is getting nastier.

Lintas layoffs tied to ad 'slippage'

By Jon Lafayette

NEW YORK—After losing a gamble that bankrupt Eastern Airlines would boost ad spending this year, Lintas:New York laid off 40 staffers last week.

In addition to the dismissals, 40 open posts won't be filled at the agency, which has a staff of 900.

Losing the gamble is likely to put some Lintas executives in the doghouse with parent Interpublic Group of Cos.

Interpublic, whose agencies usually budget conservatively, would have preferred the layoffs to have begun earlier and have been implemented more gradually, sources say.

Lintas:New York Chairman-CEO Spencer Plavoukos said the agency had tried to avoid layoffs in the face of the unsettled situation at Eastern, a client that spent \$48 million on advertising in 1988 but has spent much less this year.

Although Eastern is starting to increase ad spending, the move had been anticipated much earlier by Lintas.

"We had [Eastern] budgeted at a level that anticipated a return to normal operations long before now," said Mr. Plavoukos, adding that even if Eastern didn't return to normal, the agency had hoped added revenue from other clients would have allowed it to retain staffers.

But, as the year progresses, he said, "We're seeing budget slippage on several accounts [rather than budget gains]. Nothing major; not on all accounts, but on some accounts. We had to make a midcourse correction."



Spencer Plavoukos calls the layoffs "a midcourse correction."

Some of the layoffs also resulted from the end of a joint venture with Hakuhodo Advertising of Japan, he said.

Mr. Plavoukos wouldn't identify other Lintas clients that were letting their budgets slip, but agency sources say they included Unilever, Johnson & Johnson, RJR Nabisco and Carnation Co.

Some of the shortfall resulted from delayed new-product launches, sources say.

Most agency clients contacted also wouldn't admit to changing spending plans, and other big agencies reported that while their clients were remaining conservative, they hadn't slashed spending.

A spokesman for Unilever's Thomas J. Lipton Inc. unit, a Lintas client, said: "Even if there

had been cutbacks in our media expenditures, which I haven't seen anything to suggest there have been, that's not necessarily a reason to lay off staff."

Eastern discounted the talk of its role in Lintas' layoffs.

Michael Henderson, director of marketing communications at Eastern, said the carrier's original budget was revised in April to reflect the airline's scaled-down operations. But Eastern has made a more rapid comeback than anticipated then, so spending levels are increasing rapidly, he said.

"We're spending more aggressively as we build back, and it wouldn't surprise me that if by the end of 1989 we come close to the 1988 level," Mr. Henderson said. "By Sept. 7, we'll be back in every U.S. and Latin American destination as before the [Chapter 11] filing."

He also noted that there had been "no agency layoffs on the Eastern account."

A spokeswoman at Noxell Corp., a Lintas client, said the agency layoffs won't affect its account. She said the action "was represented to us as an Interpublic corporate move, as an across-the-board cut to increase Lintas' profitability."

McCann-Erickson Worldwide, another Interpublic agency, also plans some layoffs in the fourth quarter because of the loss of R.J. Reynolds Tobacco Co.'s Winston and Salem cigarette accounts last month, sources say. □

Jennifer Lawrence in Houston and Laurie Freeman in Washington contributed to this story.

World Series is early hit

By Scott Donaton

NEW YORK—ABC, in its swan song to baseball, is close to selling out ad time in the World Series nearly two months before it starts.

Automotive and beer companies helped drive the network's sales effort as did a hot sports marketplace and fourth quarter, agency executives say.

"There's been a real strong demand for sports in the fourth quarter," said Steve Grubbs, senior VP-national broadcast buying at BBDO Worldwide. "Advertisers are going after the big events in a bigger way. They're not just buying one or two spots anymore."

A source at ABC said more than 95% of the network's commercial inventory in the games, starting Oct. 14, has been sold. By comparison, NBC's telecast of the World Series last year and ABC's 1987 broadcast didn't approach sellout levels until a month before the games.

ABC sold units in the Series for an average \$330,000 per 30-second prime-time spot, an 18% increase from NBC's average. There are an average 60 :30 units per three-hour game.

This year's World Series marks

the last time ABC or NBC will air Major League Baseball games until at least 1994. CBS outbid them last year, paying a landmark \$1.1 billion for the exclusive network rights for 12 regular-season games, the All-Star game, the League Championship Series games and the World Series (AA, Dec. 19).

For many marketers, the World Series remains one of the best vehicles to launch new spots or showcase existing campaigns.

Among the major advertisers this year:

■ AT&T Co. will break a campaign touting its long-distance service. N W Ayer handles.

■ Shearson Lehman Hutton will unveil its long-awaited new corporate campaign. It will be the first Shearson work by Ally & Gargano, succeeding McCann-Erickson Worldwide.

■ Toyota Motor Sales USA is the exclusive import car advertiser and General Motors Corp. the exclusive domestic car advertiser.

"We'll split this year with Lexus," Toyota's new upscale division, said George Borst, Toyota VP-marketing.

Team One, El Segundo, Calif., is the Lexus agency; Toyota is handled by Saatchi & Saatchi DFS/Pacific, Torrance, Calif.

GM's Chevrolet and Oldsmobile

divisions will use their parent's time, with most Chevrolet time going for the new Geo brand. Lintas:Campbell-Ewald, Warren, Mich., handles Chevrolet; Leo Burnett USA, Chicago, is Oldsmobile's agency.

■ The Beef Industry Council has bought time on the World Series and in mid-October will break new executions in its "Real food for real people" campaign (AA, Aug. 14). Ketchum Advertising, San Francisco, handles.

■ Nike will continue the "Bolympics" campaign starring superathlete Bo Jackson, via Wieden & Kennedy, Portland, Ore.

■ Apple Computer, which traditionally breaks its new campaign during the World Series, has bought time again this year, but "we haven't decided how to use it," said Bruce Mowery, director of marketing communications. BBDO, Los Angeles, handles Apple.

■ Gillette Co. will tout its Atra Plus blade-and-razor system via BBDO here.

Also advertising in the telecast are Miller Brewing Co., Pepsi-Cola Co., Coca-Cola Co., Michelin Tire Corp. and IBM Corp.; their specific ad plans are unknown. □

Written from bureau reports.

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Sports Marketing

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Hanes makes a big scoring play with a new campaign featuring prominent football and basketball athletes to show "Nothing else feels so right."

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Ogilvy maintains grip on 'best' slot in poll

By Joseph M. Winski

WPP Group's willingness to pay a record \$864 million for Ogilvy Group apparently served as a fresh reminder of the strengths of Ogilvy's best-known unit, ad agency Ogilvy & Mather.

In *Advertising Age's* latest Agency Watch survey, conducted while WPP was making its successful bid for Ogilvy in the second quarter, O&M achieved its highest "best agency" score in two years.

It was named best overall

agency by 6.8% of client ad executives questioned, its best showing since a 7.7% score in the second quarter of 1987.

It was O&M's second straight quarter as No. 1 in the rankings, following three straight second-place showings. Leo Burnett Co., which cracked the top two for the first time in the first quarter, finished second again in the latest survey with a score of 3.4%.

For the second straight quarter, WPP's J. Walter Thompson Co. was third, tying Young & Rubicam with a score of 2.9%. Before

this year, JWT had never finished lower than second in the "best agency" category. Agency Watch began in 1984.

Perhaps boosted by the attention focused on WPP's expanding empire during the Ogilvy takeover, O&M and JWT both surged in top-of-mind awareness in the latest survey.

JWT, which has ranked first in awareness in every Agency Watch poll, was named the agency that first came to mind by 21% of those surveyed, up from 12%—a JWT low—in the previous quarter.

And 17% said O&M first came to mind, up from 9% and the most ever to name O&M.

Saatchi & Saatchi was third in awareness, with a score of 14%, its highest ever.

JWT, O&M and Saatchi dominate in top-of-mind awareness; the next highest score is BBDO Worldwide's 7.7%.

Agency Watch is conducted for AA by the Gallup Organization, which surveys by phone a random sample of ad executives from companies in the 20 largest markets and with at least \$25 million

Which agency is best overall?

Percentage of 207 company advertising executives who named agencies below best in second quarter.

Ogilvy & Mather	6.8%
Leo Burnett	3.4%
J. Walter Thompson	2.9%
Young & Rubicam	2.9%
Chiat/Day	2.4%
Hal Riney & Partners	2.4%

Source: The Gallup Organization

in annual sales. Gallup interviewed 207 people for the latest survey, which has a margin of error of no more than 6.9 percentage points.

Chiat/Day (now Chiat/Day-Mojo) and Hal Riney & Partners tied for fifth in best-agency polling, each named by 2.4% of the respondents. Chiat/Day has ranked this high before, but Riney's showing was its best yet, in both the number of mentions and rank.

For the second straight quarter, Chiat/Day ranked as the hottest agency, identified as that by 6.8% of those surveyed. Riney again was second with a score of 4.9%.

Chiat/Day also ranked first in creativity, with a score of 6.8%, matching its Agency Watch high. But O&M bounced back from a 1.7% score in creativity—its

lowest—in the first quarter and was named most creative agency by 5.9% of respondents, good for second place in this attribute. Riney was third with 4.9%.

O&M ranked first in three of the five other specific attributes monitored by Agency Watch: top management, account executives and research.

Given the criticism leveled at it during the takeover saga, Ogilvy's top management was named best by a surprisingly high 7.3% of respondents, up from just 2% in the first quarter and Ogilvy's highest score yet for that attribute.

JWT finished first in marketing and media. □

For more information, contact the Gallup Organization, 300 S. 68th St., Lincoln, Neb. 68510. Phone: (402) 489-8700.

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AmericanWay

The Magazine of American Airlines.

East Europe bloc party

Western marketers invited to jump in and spend

An Advertising Age roundup

As *perestroika* spreads beyond the Soviet Union, Eastern European countries are trying to attract Western marketers and their TV ad budgets.

Of the emerging economies, Hungary is attracting the most Western interest. For example, Young & Rubicam recently bought 40% of Skala Reklam Studio, Budapest (AA, July 17).

Among marketers, United Parcel Service plans to open a Budapest office in September to provide document and package deliveries from the U.S. within two business days.

Estee Lauder Inc. will start

selling its own products—imported from Switzerland—in Hungary in October through a new, wholly owned subsidiary. Estee Lauder (Budapest) will also promote the export of Hungarian goods to Western Europe and own 80% of a joint venture company with Budapest retailer Aranypok.

Remington Products plans to assemble packaging for its electric shavers in Hungary while a Remington affiliate is part of a joint venture negotiated with Skala Co-op, Hungary's largest department store chain with 69 stores.

That joint venture, awaiting government approval, will manage stores and operate the stores' import/export activities, applying Western retail know-how.

"Hungary could become the Taiwan of Europe," said Josef Antos, managing director of Y&R Austria, who handled Y&R's deal with Skala in Hungary.

The country's first non-government-funded TV station, the Balaton Channel, is also off to a good start. The month-old channel has many local advertisers but is working through West German and Austrian agencies to try to find multinational clients.

Unlike Hungary's two state-owned channels that air about 25 minutes a day of advertising in 5-minute blocks, the Balaton Chan-

nel will rely on advertising to cover operating costs.

Balaton's programming opens with a morning prayer and includes a mix of other shows, such as sports, medical advice, news and feature films. The channel at-

"Besides consumer advertising, there are other potential businesses [in Eastern Europe] like sports sponsorship, public relations and exhibitions."

tracts audiences of 800,000 to 900,000 on weekdays and more than 1 million on weekends. A 30-second spot costs from \$166 to \$183.

In Eastern Europe outside Hungary, consumer goods are scarce and there's little incentive to advertise.

For example, Pepsi-Cola Co. has sold products in Bulgaria for about 15 years. But Andres Lomkai, Pepsi's marketing manager for Eastern Europe, said the company only recently was approached to advertise regularly on TV by Telerimpex, the Bulgarian government trade organization that oversees radio and TV.

No regular commitment has been signed, he said, mainly because "once it is in the stores, it sells out."

Telerimpex and Lewis Broadbent Advertising, London, have a cooperative agreement to attract Western marketers to Bulgaria and bring Western marketing expertise to Bulgarian enterprises through newly formed Euro-Bul-

(Continued on Page 60)

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SPECIAL REPORT

Gridlock on the gridiron

Team owner Robbie builds a football fiefdom but fears NFL sells itself short by not doing more to market itself

By Ed Fitch

Miami Dolphins owner Joe Robbie has one bit of advice for the next commissioner of the National Football League: Pay more attention to marketing.

Joe Robbie Stadium, the House that Robbie built, is a testament to the man's marketing acuity. Hardly an inch of the place isn't sponsored.

"We like to sell our sponsors a little bit of everything: skybox, club seats, ads, signage, scoreboard announcements," he says.

It's no wonder Mr. Robbie feels the NFL and most NFL teams are behind the times.

"The NFL needs to be much more aggressive than it has been. NFL Properties [the league's marketing arm] is effective, but it's only on the perimeter of what it can do," he says.

Mr. Robbie says the franchise owners will expect Pete Rozelle's successor to focus on marketing.

"There is a new group of men with great marketing and business skills making great investments to buy franchises. They will push," he predicts.

Rick Dudley, senior VP-marketing & sales of NFL Properties, claims the league is very aggressive and successful in pursuing corporate sponsors.

"In the past few years we've been taking a very proactive approach to finding and procuring corporate sponsors," he says.

Jim Irsay, general manager of the Indianapolis Colts, stands squarely in NFL Properties' corner.

"In the beginning it was like Ma and Pa's

store, a small operation, to something very big," he says. "They've done a tremendous job. I can't tell how many thousand per cent it has multiplied in the last few years."

The league actually experienced a 30% increase in sponsorship revenue from 1988 to 1989, Mr. Dudley says. It has 60 national sponsors, more than 100 regional and local sponsors and an 85% to 90% renewal rate among sponsors from year-to-year, he says.

Sponsors pay from \$200,000 to several million dollars, Mr. Dudley says, depending on variables such as the product category, nature and geographic scope of the promotion, and whether "official NFL sponsor" designation, use of NFL Films or the league's creative and marketing services are involved.

The league attempts to sell category exclusivity, similar to the plan that has netted Major League Baseball eight corporate sponsors at \$1 million each in licensing fees plus an estimated additional \$4 million per sponsor.

NFL Properties' exclusive category sponsors reads like an All-Pro lineup: Coca-Cola is the official soft drink; American Airlines the official airline; Hertz Corp. the official rental car company.

"Generally the sponsor gets more out of it when they can have it on an exclusive basis," Mr. Dudley says.

Mr. Robbie questions whether individual teams get as much out of it, however. The league's increasing focus on league-wide sponsorship can complicate existing contracts between clubs and corporations.

"Gatorade is a good example," he says. "We have a five-year deal with Crystal Water, but the league signs Gatorade and then tells everyone to honor the contract. We have to honor our contract with Crystal Water."

While the Gatorade/Crystal Water scenario points out the drawbacks of category exclusivity, some owners question the wisdom of intensifying sponsorship efforts.

"It's not the NFL sponsored by anyone," says Dan Rooney, owner of the Pittsburgh Steelers. "The European influence that's creeping into U.S. sports of adding signage might add to the game, but anything like the McDonald's Super Bowl would be a big mistake," he says.

It's also all for one and one for all with each team taking an even 1/28th cut from league-wide sponsorship activity, a revenue-sharing plan most owners applaud.

"It's a way of evening out the vagaries of success and failure on the field," says Victor Kiam, owner of the New England Patriots and Remington Products, whose electric razors he personally pitches on TV during NFL games.

But because NFL Properties handles all corporate sponsorship arrangements—unlike baseball where each club can cut its own sponsorship deals—the vagaries of marketing success and failure also are evened out—much to Mr. Robbie's chagrin.

"A lot of clubs don't even know how to market season tickets," he says. "There are

(Continued on Page S-2)

Sports Marketing

Rights wrangling.....S-2
Hammering out lucrative deal critical for the incoming commissioner.

Campus crisis.....S-6, S-7
College football scraps for new revenues. Where sponsorships and playoffs stand.

After the lights dim.....S-8
Former All-Pro Gary Fencik prepared for post-game life but fears for those who didn't.

Hey, wait a minute!.....S-8
How much more can viewers take from John Madden and Mike Ditka?

BAROMETER

Take a number:

Monsters of the merchandise:

Bars represent the sale of team-related merchandise from April 1987 through March 1988 in millions of dollars. NFL 28-team total hit \$575 million.

Chicago Bears	\$82.2
Washington Redskins	\$50.6
Los Angeles Raiders	\$41.4
Cleveland Browns	\$39.1
New York Giants	\$38.5

Source: The Sporting News
Advertising Age Graphic: Holly Seguire

Take the pulse

With preseason football camps over, it's time to take a look at who will play well in the endorsement arena.

Bo Jackson...You do know Diddley; just do it, Bo.

Troy Aikman...Redefines the meaning of the man with the golden arm.

Mike Ditka...Okay, he's overused. But Michael Jordan is only Chicagoan who could challenge him in mayoral race.

Tony Manderich...Stuck in the NFL's smallest market. Won't matter if he whups Mike Tyson.

Jim McMahon...Ought to limp into joint ownership of headband company with Pete Rozelle.

Joe Montana...Golden boy could sell ocean-side vistas in Nevada.

Boomer Esiason...Win a Super Bowl and change your last name to Burton or Hudson.

Jerry Rice...Super Bowl MVP had the audacity to claim he didn't get enough press—or endorsements. Gee, we wonder why.



CONSUMER MAGAZINE AD LINAGE

July				Year-to-date				July				Year-to-date				July				Year-to-date																											
1989				1988				1989				1988				1989				1988				1989				1988																			
■ Auto/cycle/rec. vehicles																■ Outdoor & sport																Business Month															
AutoWeek (52X)	174.4	152.9	1,122.1	1,158.4	House Beautiful	44.0	42.6	451.0	452.4	Alaska	30.4	25.0	274.5	251.1	Business Week (52X) A	27.3	39.8	249.7	222.9																												
Car & Driver	97.6	85.1	793.4	758.4	House & Garden	55.0	52.0	500.0	615.3	The American	—	—	—	—	Business Week (52X) B	305.5	277.1	2,534.6	2,347.8																												
Car Collector & Car Classics	14.8	17.7	116.7	115.5	Metropolis	66.7	57.4	428.5	378.7	Handgunner (6X)	51.0	54.0	206.0	202.0	Entrepreneur	178.4	123.0	1,080.3	713.6																												
Car Craft	80.8	85.1	549.7	599.2	Metropolitan Home	66.2	56.3	681.3	580.6	American Hunter	16.7	20.3	118.3	143.9	Financial World (26X)	31.0	26.6	391.5	368.0																												
Circle Track	78.8	81.6	616.1	591.1	Midwest Living	52.8	45.3	260.5	209.8	American Rifleman	21.0	27.3	146.2	165.0	Forbes (26X)	248.4	212.8	1,919.3	1,775.6																												
Cycle	39.8	43.8	310.9	333.4	1,001 Home Ideas	63.1	44.7	417.9	379.9	Backpacker (6X)	28.4	—	127.5	92.2	Fortune (26X)	387.0	140.9	2,026.1	1,577.0																												
Cycle World	38.2	40.7	306.5	352.6	Organic Gardening (11X)	36.2	27.3	303.0	340.8	Bass Master (10X) A	51.9	46.8	568.4	581.1	Frequent Flyer	31.0	35.0	282.0	339.2																												
Dirty Rider	33.5	39.3	237.8	283.3	Phonix Home/Garden	54.7	60.3	481.1	494.1	Bicycling (9X)	121.1	105.3	786.6	777.0	Futures	37.6	33.2	280.0	269.7																												
Dune Buggies & Hot VWs	70.3	83.1	479.6	526.8	Practical Homeowner (9X)	41.9	32.8	172.9	262.1	Cross Country Skier	—	—	87.4	97.5	Inc. Magazine	77.6	114.0	643.4	632.8																												
Family Motor Coaching	166.4	202.5	1,287.4	1,247.5	San Diego Home/Garden	58.4	65.1	514.1	516.3	Ducks Unlimited (6X)	32.3	35.8	113.0	105.6	Income Opportunities	86.4	100.1	502.6	580.9																												
4 Wheel & Off-Road	95.9	97.3	581.4	603.2	Southern Accents (6X)	69.7	74.1	404.8	413.1	Field & Stream	40.9	43.0	539.0	604.6	Industry Week (23X) A	98.6	58.2	645.1	542.0																												
Four Wheeler	94.6	94.0	586.2	626.0	Southern Living	93.4	84.8	819.2	873.6	Fishing World (6X)	14.5	16.1	161.6	168.6	Nation's Business (12X) A	24.6	27.7	253.9	255.6																												
Hot Rod	88.4	80.4	653.9	652.2	Sunset Magazine A	89.8	110.6	856.4	894.0	Florida Sportsman	106.6	88.3	952.8	956.8	Venture	45.1	50.1	262.2	443.3																												
Motorcyclist	39.8	47.0	322.4	352.1	Workbench (6X)	29.6	25.4	183.3	153.7	Golf Digest	121.8	96.5	958.1	843.9	Total Group	1,737.3	1,431.7	12,711.6	11,964.1																												
Motor Trend	68.9	59.0	614.0	587.5	Total Group	1,502.5	1,443.6	12,141.9	12,228.2	Golf Illustrated	49.0	33.9	350.2	209.2	% change			21.3%	6.2%																												
Motorhome	96.9	94.2	639.2	631.4	% change			4.1%	-0.7%	Golf Magazine	96.5	76.9	764.2	671.6	■ Business/regional																																
Rider	32.2	40.1	261.0	295.7	■ In-flight & other passenger					Guns	43.3	36.5	168.8	136.2	Advantage-Nashville's																																
Road & Track	109.7	96.1	776.7	745.8	Aboard Group (6X)	43.7	43.6	152.0	137.3	Guns & Ammo	39.0	38.0	251.0	241.0	Bus. Mo.	68.0	45.0	494.0	471.0																												
Trailblazer	51.0	50.5	401.0	363.2	Alaska Airlines	59.8	54.4	428.9	388.2	In-Fisherman (7X)	39.5	47.9	290.9	319.4	Arizona Bus. Gazette (52X)	43.0	48.0	410.0	385.0																												
Trailer Life	81.0	103.0	662.3	668.3	America West Airlines	69.3	49.6	462.3	431.7	Outdoor Life	58.4	53.9	410.2	348.8	Baltimore Bus. Jml.	74.1	91.8	561.1	581.6																												
Total Group	1,553.0	1,593.3	11,318.4	11,491.5	American Way (24X)	116.5	126.1	1,013.4	964.6	Outside Magazine	58.3	55.0	451.6	409.3	Bus. First of Buffalo	92.6	52.8	549.1	461.1																												
% change			-2.5%	-1.5%	East-West Network					Petersen's Hunting	33.2	42.2	272.4	305.3	Bus. Jml.-Milwaukee	148.8	129.5	1,036.0	927.8																												
■ Boating & yachting																■ Photography																■ Science/electronic/mech															
Boating	108.9	116.4	1,104.4	1,161.0	Confidential Profiles	45.8	55.6	419.4	328.8	Runners World (12X)	37.9	31.2	272.9	239.9	Discover	42.3	27.6	271.5	231.2																												
Chesapeake Bay	53.3	48.3	376.8	349.1	Eastern Review	55.3	56.5	321.2	468.4	Salt Water Sportsman	115.5	134.8	949.5	918.5	Home Office Computing	31.0	31.6	278.0	289.4																												
Cruising World	85.3	105.2	785.3	801.5	Northwest	42.0	42.1	349.4	277.3	Shooting Times	34.2	27.1	217.1	222.0	Omni	41.3	56.4	400.8	420.0																												
Lakeland Boating (11X)	66.5	62.0	658.6	591.4	Pan Am Clipper	62.3	42.7	352.3	302.9	Sierra (6X)	32.9	26.8	177.1	162.7	Personal Computing	157.5	176.5	1,202.0	1,576.3																												
Motor Boating & Sailing	86.9	106.6	1,185.6	1,273.7	Southwest Spirit	56.3	59.7	458.9	427.9	Si (8X) A	—	—	341.6	293.4	Popular Mechanics	53.7	57.7	560.9	566.1																												
Sail	80.1	87.5	793.3	735.5	TWA Ambassador	49.5	36.2	364.8	314.9	Skin Diver	132.3	127.0	835.3	827.3	Popular Science	56.2	53.7	486.3	634.6																												
Small Boat Journal (6X)	37.4	48.5	167.6	195.7	Vis 'A' Vis	77.1	64.3	597.1	386.6	Southern Outdoors (9X)	35.9	30.4	332.3	374.2	Scientific American	32.0	48.7	278.1	279.8																												
Trailer Boats (11X)	50.5	44.9	547.7	502.8	Halsey Publication:					Southern Saltwater (8X)	60.1	28.2	348.3	237.1	Spectrum	42.4	45.5	409.3	412.8																												
Western Boatman (6X)	37.7	44.2	189.9	209.7	Delta Sky	63.2	75.0	544.7	560.5	Sport Magazine	24.3	29.7	253.3	258.2	Total Group	1,980.1	1,825.9	15,363.8	15,149.4																												
Yachting	115.8	108.9	950.9	1,001.9	Pace Communications:					Sports Afield	42.7	42.1	451.3	535.1	% change			8.4%	1.4%																												
Total Group	722.2	772.5	6,760.0	6,822.4	Brantford Magazine	47.5	—	259.5	—	Surfing	127.1	122.2	437.5	405.2	■ Woman/fashion/service																																
% change			-6.5%	-0.9%	US Air Magazine	57.6	43.2	389.2	425.0	Tennis	71.6	62.4	465.5	565.5	Beauty Digest (6X)	—	—	73.7	36.7																												
■ Civic/fraternal																■ Men's																■ Weeklies/bi-weeklies															
American Legion	22.8	28.0	221.8	227.7	Esquire A	67.3	48.7	707.7	592.0	Western Outdoors (10X)	—	—	241.3	270.8	Chicago Tribune	77.1	77.7	735.9	716.6																												
Elk (10X)	—	—	90.0	103.3	Firehouse Magazine	33.8	42.8	260.1	291.2	Wildtown (6X)	—	—	47.5	42.4	Cleveland Plain Dealer	44.3	35.7	443.4	432.4																												
Kiwanis	—	—	96.7	82.6	Gentlemen's Quarterly A	82.0	91.7	1,086.1	1,005.9	WindRider (8X)	52.2	50.7	281.9	268.7	The Dallas Morning News	55.0	65.2	457.2	491.8																												
Lion (10X)	6.2	5.0	41.6	43.1	M Magazine	45.0	51.3	430.4	456.8	Win & Shot (6X)	13.5	16.4	57.5	57.6	Detroit Free Press	31.4	32.1	301.3	345.8																												
Rotarian	8.0	12.4	82.6	111.2	Music & Fitness	130.9	129.8	950.8	847.0	World Tennis	49.4	46.0	358.8	390.0	L.A. Times	62.7	67.6	516.5	518.1																												
V.F.W. (11X)	—	—	147.1	174.6	Penhouse A	49.2	49.8	344.2	312.3	Total Group	1,980.1	1,825.9	15,363.8	15,149.4	Louisville Courier-Jml.	24.0	32.0	203.0	234.0																												
Total Group	37.0	45.4	679.8	742.5	Playboy A	67.6	66.6	446.3	374.7	% change			8.4%	1.4%	New York Times Mag.	161.0	145.9	2,070.3	2,088.6																												
% change			-18.5%	-8.4%	Salute (10X)	28.6	30.1	213.6	165.7	■ Newspaper Sunday magazine																																					
■ General																■ Science/electronic/mech																■ Weeklies/bi-weeklies															
American Health (10X)	75.0	80.0	467.4	437.0	Total Group	504.4	510.9	4,439.2	4,045.6	Discover	42.3	27.6	271.5	231.2	Boston Globe	168.0	168.0	1,383.0	1,385.0																												
American Heritage (8X)	45.8	31.4	220.6	174.2	% change			-1.3%	9.7%	Home Office Computing	31.0	31.6	278.0	289.4	Chicago Tribune	77.1	77.7	735.9	716.6																												
American West (6X)	21.3	22.2	126.2	121.8	■ Metropolitan					Omni	41.3	56.4	400.8	420.0	Cleveland Plain Dealer	44.3	35.7	443.4	432.4																												
Art & Antiques (10X)	—	—	439.6	411.9	Albion	47.9	26.8	160.4	106.4	Personal Computing	157.5	176.5	1,202.0	1,576.3	The Dallas Morning News	55.0	65.2	457.2	491.8																												
ARTnews	—	—	596.7	629.3	Atlanta	61.5	74.6	431.5	471.0	Popular Mechanics	53.7	57.7	560.9	566.1	Detroit Free Press	31.4	32.1	301.3	345.8																												
The Atlantic A	28.0	22.6	343.5	304.1	Baltimore	65.7	64.2	468.0	465.4	Popular Science	56.2	53.7	486.3	634.6	L.A. Times	62.7	67.6	516.5	518.1																												
Bon Appetit A	77.7	61.1	560.1	528.2	Boston	124.6	142.7	915.0	1,018.2	Scientific American	32.0	48.7	278.1	279.8	Louisville Courier-Jml.	24.0	32.0	203.0	234.0																												
Cable Guide	31.4	23.7	249.0	213.4	California	41.6	38.3	408.5	417.8	Spectrum	42.4	45.5	409.3	412.8	New York Times Mag.	161.0	145.9	2,070.3	2,088.6																												
Changing Times	34.4	30.0	351.6	396.3	Chicago	66.1	68.5	733.9	684.8	Total Group	456.4	497.8	3,886.9	4,410.1	Philadelphia Inquirer	64.9	69.2	603.4	574.3																												
Condé Nast's Traveler	35.0	29.4	495.1	329.7	Chicago's North Shore	89.6	79.3	691.5	610.7	% change			-8.3%	-11.9%	Seattle Times	54.0	60.0	445.0	458.0																												
Connoisseur	26.9	40.6	497.5	553.8	Cincinnati	52.5	45.3	330.3	318.1	Beauty Digest (6X)	—	—	73.7	36.7	St. Louis Post Dispatch	56.6	60.8	539.1	489.9																												
Consumers Digest (6X)	14.8	17.3	89.6	85.3	Cleveland	45.																																									